

PRINT

Chanel, De Beers marry advertising with editorial content in T&C magazine

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By RACHEL LAMB



Luxury brands such as Chanel, Cartier, De Beers, Michael Kors,

Harry Winston and Rolex are focused on pairing their advertisements with relevant editorial content when deciding their print media buying strategy.

The printed pages of Town&Country magazine provide readers with exactly what they want to see, both in editorial and advertising. While the Internet is littered with unwanted ads and promotions, specific brands are chosen for T&C that are of equal status to its readers.

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Luxury Daily

“We are defined by what kinds of ads we have, but more importantly by what kind of ads we don’t have,” said Jim Taylor, vice president and publisher at Town&Country, New York.

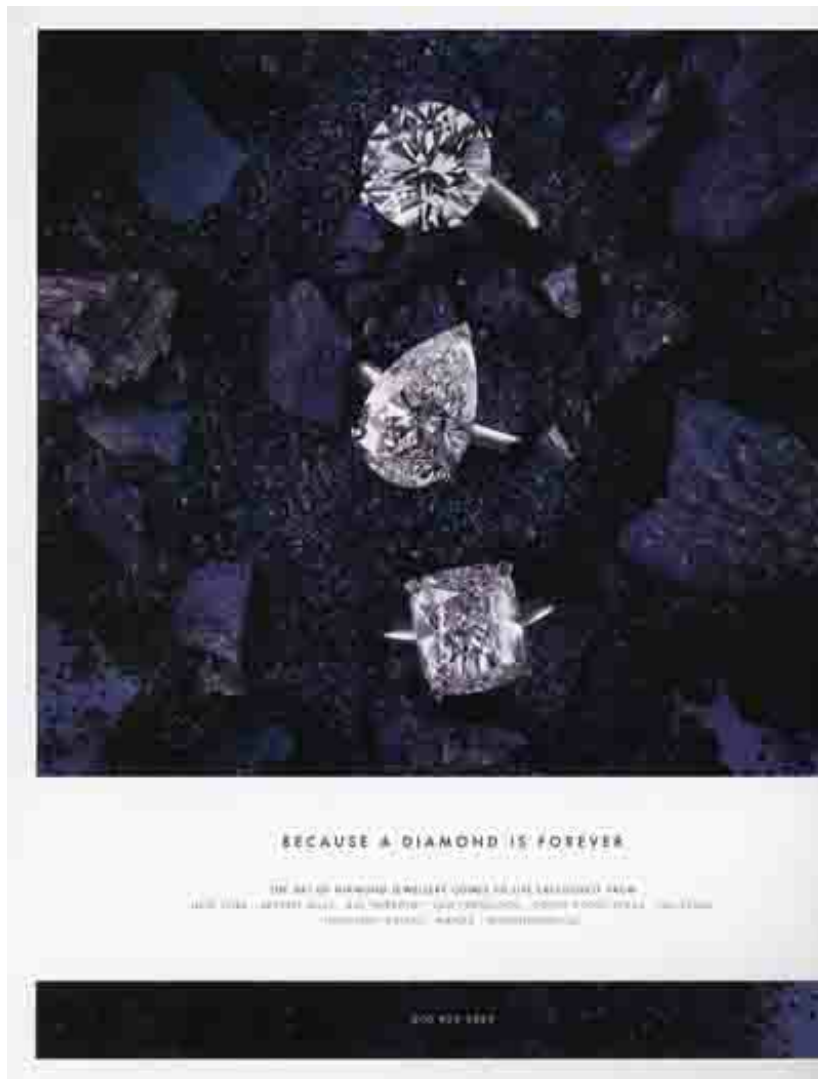
“It’s a very defined world when you come into the world of Town&Country.

“The ads and editorial are equally important and consumers want ads to match up to the editorial,” he said. “It’s hard to create a digital experience similar to what readers find in print editions of T&C.”

Branded opportunities

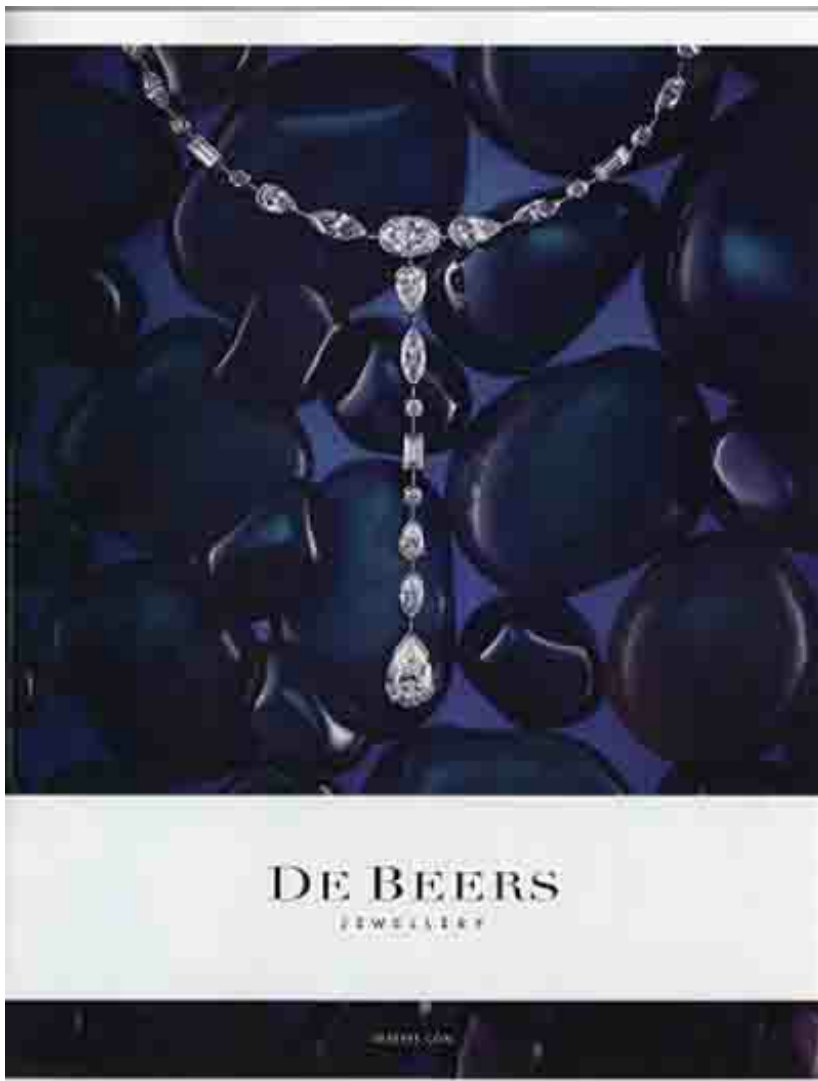
T&C offers brands an opportunity to connect with their target audiences.

De Beers has a two-page spread on the first two pages of the magazine.



First page of De Beers ad

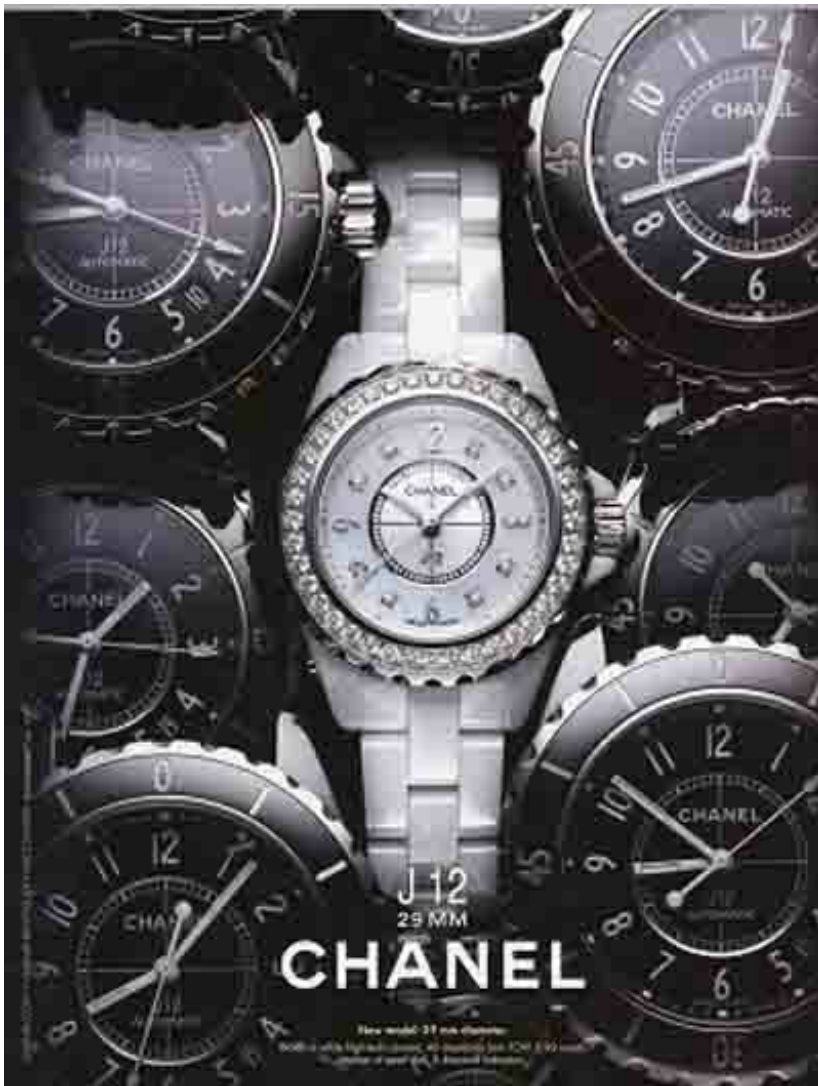
The ad consists of two images that encompass three-fourths of the page, with the brand's diamond necklace and three rings set against dark blue stones.



Second page of De Beers ad

The rest of the ad is white with black lettering, with the slogan "Because a diamond is forever."

Chanel's ad is the entire back page of the magazine.



Chanel ad in T&C

Marketing its new 29mm diameter timepieces, there are six black watch-faces surrounding a white watch with diamond details.

Some details of the watches are at the bottom in white ink.

Other advertisements from brands consist of two or one page ads, in addition to some brands being advertised in the editorial content.

Why brands should market

The magazine's demographic is 70 percent female. These women are affluent and married with children. Their annual household income is about \$300,000 and they have an average net worth of \$2.1 million, per Mr. Taylor.

The publication's print ads give readers a luxurious experience, both through editorial content and via ads.

"The Internet is so cluttered with advertisements, mostly about products and brands that our readers don't care about," Mr. Taylor said. "But a print publication's marketing matches exactly who it wants to be associated with."

Branded advertisements complement T&C's editorial content because its readers want to be embraced in luxury, and are in need of consistent synergy between advertising and

editorial.

While some magazines are being flipped through just to get to the written content, magazines like T&C makes ads a part of the experience too, since the consumers reading them want to buy what is in the ads.

The thicker a magazine is with content and advertisements, the more likely the issue is going to sell on the newsstands, according to Mr. Taylor.

The power of print

The key for advertising in any of T&C's properties – whether it is print, digital or mobile - is contextual relevance.

Contextual relevance of an ad means it must maintain the same high-quality look and feel in terms of graphics and such, as the editorial content in the magazine.

Because T&C offers dynamic, rich content, the advertisers it looks to partner with are premier brands seeking engagement by creating and maintaining a dialog with affluent consumers.

Luxury advertisers can create an emotional reaction via a print ad. If done right, a print advertisement can imprint the brand better into the mind of affluent consumers.

There is no comparison to the high visual impact of a full-page print ad communicated by a well-established brand. Print creates a sense of intimacy with the consumer and ensures brand recognition.

“It's the overall environment that print gives readers that makes it so desirable,” Mr. Taylor said. “While brands are associating themselves with the high-end image of T&C, they also want to announce to subscribers all of the new products because they are selling the product as featured in the ad.

“A great magazine should sell and should promote your image at the same time and shouldn't be mutually exclusive,” he said.

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